

LEO BURNETT COMPANY, Inc.

Ad No. 230 (Former our signature)—Reg. No. 79236—Buck cover—4 1/2 blend—Ring x 11 1/4 in.—Black Enterprise, 1971 (A)

Printed in U.S.A.
JSAH 19820-A-6-16-21



There are 20 cigarette holders to every pack of Parliament.

The tip of a Parliament is a cigarette holder.

We call it a holder because it works like one.

There's a firm outer shell that surrounds the filter. And then the filter is recessed—tucked back inside. Away from your lips.

So you get a clean taste.
A really good taste.

The Parliament holder.
It really works.
King-Sized and Charcoal 100's

It works like a
cigarette holder
works.



100s: 16 mg. "tar", 18 mg. nicotine—100's: 19 mg. "tar", 13 mg. nicotine in our cigarettes. FTC Report No. 8

